

## **CLASSIFICATION OF EUROPEAN HOTELS**

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It's a well known fact that hotels play an important role nowadays. Sometimes it is even difficult to decide which to choose while travelling. Hotel classification is a way to provide consumers with information about quality of service, infrastructure and other facilities, thus helping potential customers and demonstrating their loyalty to them. Hotel companies are classified according to various criteria. The most common are: the level of comfort, functional purpose, location, duration, feeding, prices, the form of ownership.

Nowadays there are more than 30 systems of hotels classification, and each country has its own national standards. In many European countries the "star" classification is common, but the number of "stars" on the facade of the hotel is absolutely voluntary. However, in different countries the same number of stars can vary in level of service, comfort of rooms, location. Hotels are usually inspected annually and anonymously. They are assigned to the "stars" from 1 to 5 according to different criteria. In Bulgaria, for example, there is a national compulsory hotel classification system that includes hotels (1 to 5 stars), motels (1 to 3 stars), holiday settlements (3 to 5 stars), family hotels (1 to 3 stars), boarding houses (1 to 3 stars), bungalows and camping sites (1 to 2 stars), separate rooms, country houses (1 to 3 stars). In Ukraine there is also a national compulsory hotel classification system with such categories: hotel, motel, boatel, hostel, campus, congress hotel, palace hotel. Typical forms of accommodation for Western Ukraine are health resorts, particularly therapeutic.

In addition to stars, hotels get a supplementary estimation in percent. The percentage reflects the qualitative difference of service in hotels with the same number of stars.

Choosing the right hotel is always a trying task, and with the enormous number of promotions, deals and programs it can be overwhelming. Every traveler has

different needs when he is searching for a hotel. And, of course, the “stars” classification will help you to make the right choice.

## **LITERATURE**

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